

City of Brampton Sport Tourism Strategy

Strategy Overview to Brampton City Council (June 25th)

Last Updated: 2025-06-17

Prepared by:



In partnership with



TOA CONSULTING



Project Highlights

Project Start Date: November 2024

Staff Lead: Gage Board

Deliverable Submission: June 2025

Project Goal: This strategy aims to assess sport tourism opportunities and challenges, identify Brampton's hosting capabilities, and structure an approach to optimize its hosting capabilities while aligning with existing municipal sport policies. The goal... a vibrant, healthy, and economically prosperous community.

Project Phases:

- (1) Project Start Up and Ongoing Project Management
- (2) Research and Discovery
- (3) Current and Future Opportunity Assessment
- (4) Sport Tourism Strategy Development

Contents of the Strategy Document:

- Brampton Overview / Profile
- Key Trends and Findings
- Brampton Sport Venues
- Sport Tourism Readiness Assessment
- Brampton Accommodations
- Recommendations and Next Steps





Approach to Community Engagement and Consultation

Community Groups Consulted:

- Local Sport Organizations
- Provincial Sport Organizations
- National Sport Organizations
- Professional Sport Franchises
- City of Brampton Staff
- Brampton City Council
- Accommodations Providers
- Local Sport Influencers
- Sport Venues

How We Consulted:

- Online research
- Surveys
- Workshops
- Interviews
- Meetings / focus groups

We heard from...



35 sports

Competitive
and recreational
sport

representing **45,500+**
athletes, coaches,
officials and volunteers

Single and
multi-sport
activities

ALL age
categories were
represented

52 respondents
from **44** sport
organizations





Brampton's Sport Tourism Vision

Vision: Elevate Brampton as a provincial leader and rising national player in Canada in sport hosting by building upon its existing assets—diversity, location, venue footprint, and youth demographics—while addressing infrastructure needs and local sport hosting capabilities and capacity.

Recommendations:

1

Validate
Brampton's vision
for sport tourism

2

Become
Canada's premier
hub for culturally
significant sport
events

3

Anchor and
strengthen
Brampton's
existing sport
franchises

4

Establish
Brampton as
provincial /
national training
and event hub

5

Operationalize
Brampton's vision
for sport tourism
through the lens of
the participant

What Brampton Can Expect by Investing in Sport Tourism

Why Sport Tourism?

- \$7.4 billion GDP annually in Canada and growing
- Sector growth is outpacing all other forms of tourism
- Most resilient, year-round revenue stream in tourism
- Sport tourism investment returning 17-18X ROI
- Average sport tourism overnight visitor spend = \$546.56
- Average conference overnight visitor spend = \$390.42

Anticipated Benefits

- Enhances city branding and global identity
- Generates economic impact and job creation
- Boosts strategic infrastructure investment
- Supports local businesses and entrepreneurs
- Drives youth engagement and development
- Builds community pride and cultural celebration
- Promotes health, wellness and active living
- Improves social cohesion and inclusion
- Supports sport development opportunities
- Increases quality of life for residents





Thank You

For more information, please contact:



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**QUESTIONS /
COMMENTS?**